ABSTRACT OF THE DISCLOSURE

Described is a genus of E2,E4,Z8-undecatrienoic acid derivatives defined according to the structure:

wherein Z represents -OR" or -NRR' with the provisos that when Z is -OR", R" is hydrogen, C_1 - C_6 straight chain or branched-chain alkyl or C_3 - C_6 straight chain or branched-chain alkenyl; and when Z is -NRR', R represents, in the alternative, hydrogen, methyl or ethyl and R' represents methyl, ethyl, n-propyl, cyclopropyl, isopropyl, n-

butyl, sec-butyl, isobutyl, 2-methylbutyl, cyclobutyl,

, cyclopentyl or allyl.

The E2,E4,Z8-undecatrienoic acid derivatives are useful in imparting, augmenting and/or enhancing flavors, aromas and somatosensory effects in or to consumable materials such as foods, beverages, skin care products, oral care products, medicinal products and the like. Also described is a synthesis process for producing such derivatives.